

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Jack WASSOM et al.	Art Unit	: 2173
Serial No.	: 09/224,211	Examiner	: Ba Huynh
Filed	: December 30, 1998	Conf. No.	: 3985
Title	: CUSTOMIZED USER INTERFACE		

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO ACTION OF NOVEMBER 9, 2006

Claims 79-89 and 107 are pending in this application, with claims 79 and 107 being independent. Claims 90-106 and 108 were previously cancelled.

Claim Rejections – 35 U.S.C. § 102

Independent claims 79 and 107, along with dependent claims 81, 82, 84, 86-89 were rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Number 6,480,852 ("Himmel"). Dependent claims 80, 83, and 85 were rejected as being unpatentable over Himmel.

Claim 79, as amended, recites a method for tailoring a user interface favorites menu for a user. The method includes providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic and providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic. The method further includes "accessing a demographic characteristic associated with a user in a database based on the online identifier for the user [and] based on the demographic characteristic associated with the user, automatically selecting a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus" (emphasis added). Applicants request reconsideration and withdrawal of the rejection of claim 79, and its dependent claims, because Himmel does not describe or suggest automatically selecting a selected favorites menu from

among a plurality of favorites menus that include the first and second favorites menus, as recited in claim 79.

Himmel describes a method for rating bookmarks in a web browser. The method includes enabling a user to assign a rating to a bookmark in a user's bookmark list (or set) to thereby visually distinguish the bookmark from other bookmarks having different ratings when displayed to the user and to thereby optionally restrict access to the URL corresponding to the bookmark. Referring to FIG. 1 of Himmel, Himmel describes the bookmark list (or set) 51 with the additional rating data, which the Examiner apparently equates to the recited favorites menu, as being stored as a bookmark list (or set) 51 on a computer 10. Notably, in FIG. 1, Himmel is not seen to describe or otherwise suggest storage of other bookmark lists (or sets) nor selection of the bookmark list (or set) 51 from among multiple other stored bookmark lists (or sets) for presentation to a user. Rather, as shown in FIG. 1, Himmel contemplates a single bookmark list (or set) 51 that is presented to a user in response to the user requesting access to the list (or set) 51 when interacting with browser 49. As such, Himmel does not describe or suggest that "based on the demographic characteristics associated with the user, automatically selecting a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus" (emphasis added), as recited in claim 79.

For at least these reasons, Applicants request reconsideration and withdrawal of the rejections of claim 79 and its dependent claims 80-89.

Claim 107 recites a computer implemented system for tailoring a user interface favorites menu for a user. The system includes means for performing the method described by claim 79. Accordingly, for at least the same reasons described above, Applicants request reconsideration and withdrawal of the rejection of claim 107.

Conclusion

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be

exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

No fee is believed to be due at this time. Please apply any other charges or credits to Deposit Account 06-1050.

Respectfully submitted,



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